

<b>Form PTO-1449</b>  <b>INFORMATION DISCLOSURE CITATION IN AN APPLICATION</b>  <i>(Use several sheets if necessary)</i>	Docket Number 324212000500	Application Number Not Yet Assigned
	Applicant  Steve SOUDERS et al.	
	Filing Date Concurrently Herewith	Group Art Unit Not Yet Assigned
	Mailing Date February 26, 2004	

## U.S. PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Name	Class	Subclass	Filing Date If Appropriate

## FOREIGN PATENT DOCUMENTS

Examiner Initials	Ref. No.	Date	Document No.	Country	Class	Subclass	Translation YES NO

## OTHER DOCUMENTS

(including author, title, Date, Pertinent Pages, Etc.)

Examiner Initials	Ref. No.	Title
/NB/	1.	Ansari, Asim et al. (2000). "JMR, Journal of Marketing Research. Chicago.", 37(3): 31 pgs.
/NB/	2.	Mild, Andreas et al. (2002). "Collaborative filtering or regression models for internet recommendation systems?", <i>Journal of Targeting Measurement and Analysis for Marketing</i> , 10(4): 304-313.
/NB/	3.	Adomavicius, Gediminas et al. <i>Recommendation Technologies: Survey of Current Methods and Possible Extensions</i> , 39 pgs.
/NB/	4.	Breese, John S. et al. (1998). "Empirical Analysis of Predictive Algorithms for Collaborative Filtering", <i>Technical Report MSR-TR-98-12, Microsoft Research, Microsoft Corporation</i> , 20 pgs.
/NB/	5.	Maxwell, David et al. (1997). "A Bayesian Approach to Learning Bayesian Networks with Local Structure", <i>Technical Report MSR-TR-97-07, Microsoft Research, Microsoft Corporation</i> , 19 pgs.
/NB/	6.	Avery, Christopher et al. (1999) "The Market for Evaluations", <i>American Economic Review</i> , 89(3): 564-584, 38 pgs.

EXAMINER: /Namrata Boveja/

DATE CONSIDERED: 12/06/2008

EXAMINER: Initial if citation considered, whether or not the citation conforms with MPEP 609. Draw a line through the citation if not in conformance and not considered. Include a copy of this form with next communication to applicant.